



Comune di Cuneo

Challenge presented

The Municipality of Cuneo was seeking a simple, direct way of communicating in real time with its citizens, particularly for reminding citizens of dates and times of parking restrictions for street cleaning.

Actions undertaken

Skebby's SMS gateway service was integrated into the free service ComunAlert, which was developed by DuePuntoUno for the Municipality of Cuneo. The gateway allows SMS to be sent for direct communication with citizens, who can request text alerts with the date/time of street cleaning, inserting up to 5 different streets (those in which they park most often).

Benefits delivered

For the Municipality, the opportunity to offer an added-value service and avoid the costs of towing illegally parked cars. For citizens, the advantage of being notified in time and therefore being able to move their cars and save money they would have spent on parking fines.

How can public authorities benefit from SMS mobile marketing

✓ Improve communication

Keep citizens up to date on events and initiatives that you've organized or use the Receive SMS channel for receiving comments on projects, initiatives and life in the local community.

✓ Memos and emergencies

Send messages to announce school closures, street cleaning, road works, traffic bans, etc.

✓ Receive reports and images in the public interest

Give citizens the opportunity to send messages with photos of uneven road surfaces, potholes, broken street lighting..

✓ Communicate with the differently abled

A dedicated number for receiving SMS from the differently abled (e.g. hearing and speech impaired), who can thus communicate with local authorities directly from their mobile phones.

✓ Promote events

Promote events, campaigns, fairs or sports activities via SMS